


The Influence Of Green Marketing Implementation On Consumer Satisfaction At Dhoplang Market, Pandan Village, Slogohimo District, Wonogiri Regency

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Article Info	ABSTRACT
Keywords: Green product Green price Green place Green promotions Consumer satisfaction	Purpose: This study aims to investigate how the implementation of green marketing affects consumer satisfaction at Dhoplang Market, Pandan Village, Slogohimo Subdistrict, Wonogiri Regency. Green Marketing in this study consists of 4 components, that is green product, green price, green place and green promotions. This study includes independent variables consisting of green product, green price, green place and green promotion and consumer satisfaction as the dependent variable. Methodology/approach: This study is a quantitative study. Information was obtained from data collection originating from questionnaire questions distributed to respondents and also through field observations with a sample size of 85 respondents. A purposive sampling technique was used to determine the sample.. Using multiple linear regression for data analysis in SPSS version 25. Results/findings: Consumer satisfaction is positively and significantly influenced by environmentally friendly products, positively and significantly influenced by environmentally friendly prices, positively and significantly influenced by environmentally friendly places, but not significantly influenced by environmentally friendly promotions. These four components make a major contribution to implementing green marketing to increase consumer satisfaction at Dhoplang Market. Limitations: This study's sampling is still insufficient, which is a restriction; hopefully, a larger sample will be used in subsequent studies. Contribution: This research can help market managers and business actors in determining effective strategies to increase consumer satisfaction.
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INTRODUCTION

One of the pressing environmental issues currently garnering global attention is global warming. This issue has become a critical global concern, primarily caused by daily activities that involve the use of non-biodegradable waste and materials containing harmful chemicals for the environment. The emergence of global warming awareness has led society to realize the importance of environmental preservation and has driven environmentally friendly actions

by adopting a green lifestyle aimed at reducing daily waste consumption, such as plastic waste (Savitri & Marlana, 2023). Efforts made by the current generation to protect the environment are crucial for ensuring the quality of life for future generations (Gelderman et al., 2021).

Business actors have recognized an opportunity to attract consumers by leveraging this issue to develop environmentally friendly products, such as those with recyclable packaging, which adds value to companies prioritizing and supporting environmental sustainability through green marketing strategies Saputra & Shihab Saggaff, 2024. The marketing of environmentally friendly goods is commonly referred to as green marketing Bugis et al., 2023. The implementation of green marketing applies not only to companies but also to various industrial sectors driving the economy, including markets. Dhoplang Market, a traditional market located in Kembar Hamlet, Pandan Village, Slogohimo District, Wonogiri Regency, Central Java, exemplifies this concept by applying eco-friendly and plastic-free principles.

Consumer satisfaction is defined as consumers' responses to their perceptions of the difference between a product's actual performance and their initial expectations (or performance standards) during the product's use or consumption (Suriadi et al., 2024). High-quality products are more likely to meet consumer expectations, which is essential in enhancing consumer satisfaction (Ningsih, 2024). Consumer satisfaction positively impacts loyalty, benefiting both consumers and businesses (Liana et al., 2024).

By offering traditional culinary products presented using banana leaves, teak leaves, and clay pots, the market provides an environmentally friendly impression. According to (Setiaji et al., 2020), green products, also known as environmentally friendly products, are items designed and processed using specific methods throughout production, distribution, and consumption to minimize pollution that could harm the environment. Green products also have positive health effects, as they do not contain harmful substances, thus providing consumers with a sense of satisfaction.

Green Price, or sustainable pricing, refers to higher-priced products due to the environmentally friendly methods and procedures involved in their production (Salqaura et al., 2024). Some consumers are willing to pay a premium only when they believe the products offer greater value (Bürgin & Wilken, 2022). Therefore, green marketing can influence consumer satisfaction, especially for those aware of the importance of health and environmental sustainability.

The market's location, nestled under lush teak trees with a serene village atmosphere, offers a satisfying experience for visitors. According to (Janah & Nugroho, 2023), green place emphasizes distribution systems that do not harm the environment, supporting efforts to reduce carbon emissions through transportation.

(Pamungkas et al., 2024) Green Promotions are strategies used to promote environmentally friendly products, support a healthy lifestyle, and enhance corporate reputation through environmental involvement. Promotions conducted with the help of social media influencers have expanded the market's reach, attracting not only local consumers but

also those from outside Wonogiri. Social media promotions can reduce carbon emissions and pollution, aligning with green promotions.

The application of green marketing is often associated with higher product prices due to the use of environmentally friendly components and sustainable production processes. These processes may involve additional steps to minimize waste and emissions, potentially increasing costs. However, field observations reveal an interesting and potentially surprising fact: despite the assumption that green marketing would lead to higher product prices, the implementation of green marketing at Dhoplang Market does not result in increased prices. Instead, the prices of culinary products remain standard and even highly affordable. Given this phenomenon, the researcher aims to conduct a study to investigate whether green products, prices, places, and promotions influence consumer satisfaction at Dhoplang Market.

METHODS

This study adopts a quantitative methodology to analyze the data. The study population includes all visitors to Dhoplang Market, located in Pandan Village, Slogohimo District, Wonogiri Regency. The sampling technique employs the formula proposed by Hair et al. (2017), considering the unknown population size, which necessitates drawing a representative sample of Dhoplang Market visitors. According to Hair et al., the minimum sample size should be 5–10 times the number of measurement variables. Therefore, this study determines the sample size by multiplying the number of indicators by 5 ($5 \times 17 = 85$). As a result, the sample size comprises 85 respondents selected using purposive sampling.

According to Sugiyono (2017), purposive sampling refers to a sampling method based on predetermined criteria. The criteria for selecting respondents in this study are consumers who have visited the culinary tourism destination of Dhoplang Market in Slogohimo District, Wonogiri Regency.

The data were collected using a structured questionnaire distributed via Google Forms and analyzed with SPSS version 25. In addition to questionnaires, this study also utilized observation as a research instrument. Data measurements were conducted using a Likert scale to facilitate statistical analysis. After data collection, validity and reliability tests were performed to ensure that the research instruments met the required data quality standards. This research examines the interaction between four independent variables—Green Product, Green Price, Green Place, and Green Promotions—that reflect the components of Green Marketing, and consumer satisfaction as the dependent variable. Multiple linear regression analysis was employed to assess the influence of Green Marketing on consumer satisfaction at Dhoplang Market.

RESULTS AND DISCUSSION

Based on the questionnaire results, the majority of respondents visiting Dhoplang Market are female, accounting for 70.6% (60 individuals), while males constitute 29.4% (25 individuals), indicating a dominance of female consumers. In terms of age, respondents aged 15–24 years

dominate with 76.5% (65 individuals), reflecting the market's appeal to younger demographics and current consumption trends. Most respondents, 77.6% (66 individuals), are unmarried, suggesting that the primary market segment consists of teenagers and young adults without formal commitments. Additionally, 55.3% (47 individuals) are students, indicating that the market is particularly relevant for the student demographic seeking products and services that align with their needs and lifestyles. These characteristics highlight the importance of targeting young, female, and student segments in marketing strategies.

Table 1, Results of Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.021	1.417		-1.426	.158
Green_Product	.395	.133	.261	2.966	.004
Green_Price	.507	.145	.337	3.504	.001
Green_Place	.412	.127	.349	3.253	.002
Green_Promotion	.020	.138	.014	.142	.887

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = -2,021 + 0,395X_1 + 0,507X_2 + 0,412X_3 + 0,020X_4 + e$$

From the table 1, the constant (α) value of -2.021 indicates that if there are no independent variables, namely green product, green price, green place, and green promotions, the dependent variable, consumer satisfaction, would be -2.021. The regression coefficient for the green product variable (X_1) is 0.395, meaning that an increase of one unit in the green product variable will result in an increase of 0.395 units in consumer satisfaction. Similarly, the regression coefficient for the green price variable (X_2) is 0.507, indicating that an increase of one unit in the green price variable will lead to an increase of 0.507 units in consumer satisfaction. For the green place variable (X_3), the regression coefficient is 0.412, signifying that an increase of one unit in the green place variable will raise consumer satisfaction by 0.412 units. Lastly, the regression coefficient for the green promotions variable (X_4) is 0.020, suggesting that an increase of one unit in the green promotions variable will result in a 0.020-unit increase in consumer satisfaction.

Table 2, Results of the Regression Equation (t)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.021	1.417		-1.426	.158
	Green_Product	.395	.133	.261	2.966	.004
	Green_Price	.507	.145	.337	3.504	.001
	Green_Place	.412	.127	.349	3.253	.002
	Green_Promotion	.020	.138	.014	.142	.887

Based on the t-test analysis using SPSS, the following results were obtained:

1. The regression coefficient for the green product variable has a t-value of 2.966 with a significance level of 0.004. Since the t-value > t-table value (2.966 > 1.990) and the significance level is less than 0.05 (0.004 < 0.05), it can be concluded that green product has a significant partial effect on consumer satisfaction.
2. The regression coefficient for the green price variable has a t-value of 3.504 with a significance level of 0.001. Since the t-value > t-table value (3.504 > 1.990) and the significance level is less than 0.05 (0.001 < 0.05), it can be concluded that green price has a significant partial effect on consumer satisfaction.
3. The regression coefficient for the third variable, green place, has a t-value of 3.253 with a significance level of 0.002. Since the t-value > t-table value (3.253 > 1.990) and the significance level is less than 0.05 (0.002 < 0.05), it can be concluded that green place has a significant partial effect on consumer satisfaction.
4. The regression coefficient for the final variable, green promotions, has a t-value of 0.142 with a significance level of 0.887. Since the t-value < t-table value (0.142 < 1.990) and the significance level is greater than 0.05 (0.887 > 0.05), it can be concluded that green promotions do not have a significant effect on consumer satisfaction.

Table 3, Results of the F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	410.412	4	102.603	46.331	.000 ^b
	Residual	177.165	80	2.215		
	Total	587.576	84			

The significance value is 0.000, while the calculated F-value is 46.331. Since the significance value is below 0.05 and the F-table value of 2.486 is smaller than the calculated F-value (46.331 > 2.486), it can be concluded that the components of green marketing (green product, green price, green place, and green promotions) collectively influence consumer satisfaction.

The Influence of Green Product on Consumer Satisfaction

This analysis focuses on evaluating the influence of the green product variable on consumer satisfaction. The data processing results using the t-test indicate that the green product has a positive and significant impact on consumer satisfaction. The test was conducted to measure the relationship between green products, as the independent variable, and consumer satisfaction as the dependent variable. The test results show a t-value of 2.966, which is greater than the critical t-value of 1.990 ($2.966 > 1.990$). This indicates a significant relationship between green products and consumer satisfaction. Furthermore, the analysis yielded a significance value of 0.004. In statistical analysis, a significance level below 0.05 confirms that the results are statistically significant. This demonstrates that the identified relationship between green products and consumer satisfaction is not coincidental but rather a genuine and reliable connection.

The assertion that green product has a positive correlation with consumer satisfaction implies that the higher the quality and uniqueness of environmentally friendly products, the higher the level of consumer satisfaction. Consumers choosing green products may feel more satisfied as they acquire products that are not only high-quality but also aligned with sustainability principles and social responsibility. These findings hold important implications for market managers in formulating marketing strategies.

Given the significant positive impact of green products on consumer satisfaction, market managers need to focus more on the development and promotion of environmentally friendly products. Educating consumers about the benefits and added value of green products can further enhance consumer satisfaction. These findings are supported by (Astuti et al., 2021a), who argue that green products positively and significantly impact consumer satisfaction. Similarly, research conducted by (Astri Putri Maharani & Nova Anggrainie, 2024), states that green product has a positive and significant effect on consumer satisfaction.

The Influence of Green Price on Consumer Satisfaction

This analysis focuses on evaluating the influence of the green price variable on consumer satisfaction. The data analysis results using the t-test reveal that green price significantly and positively affects consumer satisfaction. A deeper explanation of the findings is provided below. The test was conducted to evaluate the relationship between green price as the independent variable and consumer satisfaction as the dependent variable. The test results show a t-value of 3.504, which is greater than the critical t-value of 1.990 ($3.504 > 1.990$). This indicates substantial evidence that green price impacts consumer satisfaction. Furthermore, the obtained significance value is 0.001. In statistical analysis, a significance value below 0.05 ($0.001 < 0.05$) confirms that the results are statistically significant. This indicates that the influence of green price on consumer satisfaction is not coincidental but a genuine and reliable relationship.

The statement that green price has a positive relationship with consumer satisfaction implies that the better the alignment between the price and the perceived value received by consumers, the higher their satisfaction levels. Consumers tend to feel happier when they invest in products aligned with sustainability values.

This study has significant implications for market managers in formulating marketing strategies. In the context of Dhoplang Market, despite offering affordable prices that align with those in conventional markets, consumers believe that the affordable products sold at the market provide quality and sustainability benefits. This belief enhances consumer satisfaction as the low-priced culinary products also contribute to sustainability efforts.

Given the substantial and significant impact of green price on consumer satisfaction, market managers should consider educating consumers about the value of environmentally friendly products. Emphasizing quality, long-term benefits, and contributions to sustainability can be an effective approach to enhancing consumer satisfaction. These findings align with the research by (Astuti et al., 2021a), which concludes that green price has a positive and significant impact on consumer satisfaction.

The Influence of Green Place on Consumer Satisfaction

This analysis focuses on evaluating the influence of the green place variable on consumer satisfaction. The results of the t-test analysis reveal that green place has a positive and significant effect on consumer satisfaction. The t-test was conducted to measure the impact of the independent variable, green place, on the dependent variable, consumer satisfaction. The analysis results indicate a t-value of 3.253, which exceeds the critical t-value of 1.990 ($3.253 > 1.990$). This demonstrates the substantial influence of green places on consumer satisfaction. Additionally, the significance value obtained from the analysis is 0.002. In statistical terms, this significance value is below 0.05 ($0.002 < 0.05$), confirming that the results are statistically significant. Thus, there is strong evidence that green place positively impacts consumer satisfaction.

The assertion that green place has a positive correlation with consumer satisfaction suggests that the better or more appealing the green place, the higher the level of consumer satisfaction. This is influenced by various factors, such as a comfortable atmosphere, cleanliness, and the accessibility of environmentally friendly locations. These findings have significant implications for market managers and vendors at Dhoplang Market.

Given the positive and significant impact of green places on consumer satisfaction, market managers should prioritize the design and layout of Dhoplang Market. Creating a green and comfortable environment can be a successful strategy for enhancing consumer satisfaction. This study corroborates previous findings by (Astuti et al., 2021a), which concluded that green place has a positive and significant impact on consumer satisfaction.

The Influence of Green Promotions on Consumer Satisfaction

This analysis focuses on evaluating the influence of the green promotions variable on consumer satisfaction. The results of data processing using the t-test show that green promotions have an influence but are not significant in affecting consumer satisfaction. The t-test was conducted to assess the interaction between the independent variable, green promotions, and the dependent variable, consumer satisfaction. The results reveal a t-value of 0.142, which is smaller than the critical t-value of 1.990 ($0.142 < 1.990$). This indicates insufficient evidence to prove that green promotions significantly impact consumer satisfaction. The significance value from the analysis is 0.887. In statistical terms, a

significance value above 0.05 ($0.887 > 0.05$) indicates that the result is not statistically significant. This means that variations in green promotions are not substantial enough to affect consumer satisfaction levels. In other words, consumers do not perceive meaningful benefits from promotions focusing on environmentally friendly aspects.

The finding that green promotions do not have a significant impact on consumer satisfaction suggests that marketing strategies focusing on promoting environmentally friendly products may not be effective in enhancing consumer satisfaction. Several factors might contribute to this outcome, such as consumers' lack of understanding of the benefits of eco-friendly products or the possibility that consumers prioritize other aspects, such as price and product quality, over environmental considerations.

These findings align with the research by Astuti et al. (2021a), which also indicated that green promotions have an influence but are not significant in affecting consumer satisfaction. This result suggests that marketing strategies emphasizing green promotions may not effectively enhance consumer satisfaction, as consumers cannot directly perceive the benefits of these promotions. Unlike aspects such as product, price, and place, consumers can experience tangible benefits from these elements.

CONCLUSION

A study was conducted to examine the impact of green marketing implementation on consumer satisfaction at Dhoplang Market, Pandan Village, Slogohimo District, Wonogiri Regency. The findings of the research revealed that components of Green Marketing, namely Green Product, Green Price, and Green Place, had a positive and significant effect on consumer satisfaction at Dhoplang Market. In contrast, Green Promotions showed an influence that was not statistically significant on consumer satisfaction. These results indicate that most Green Marketing components positively affect consumer satisfaction, except for Green Promotions. This is attributed to the fact that consumers cannot directly perceive the benefits of environmentally friendly promotions. Unlike aspects such as product, price, and place within the context of sustainability, these components allow consumers to directly experience their advantages

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